

FSC-7-A		1/7/97	
SUBJECT: WINSTON "No Bull" Changeover			
DISTRIBUTION:			
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<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input type="checkbox"/> RM	
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In May 1997, WINSTON is tentatively planned for national repositioning as the "No Bull" brand (while a final decision is pending, we must be prepared to launch in May). Our success in repositioning WINSTON will depend largely on how well we communicate both attitude/image and product point-of-difference at every opportunity.

A full workplan changeover in May is planned for No Additive/No Bull WINSTON. This POS changeover has two main objectives:

- 1) Communicate the proposition quickly and simply.
- 2) Provide a creative look that indicates that WINSTON has something new to say.

To accomplish WINSTON's retail presence objective for the May changeover and to provide you with the necessary amount of workplan POS, attached is a POS Order Form (Attachment A) for Retail/Sales Representatives.

WINSTON Changeover Guidelines

- While surveying pack outlets for May POS quantities, note the illustration on Attachment A separating header signage from non-header signage on FPD. There are plans for two different advertising messages on WINSTON in these FPD (header vs. non-header) locations. It is important to record your quantities correctly.
- While calculating your May POS needs, build in enough quantities to last through December.
- Workplan POS item diagrams depicting POS pieces and the fixtures they support will be available soon in Netscape. Details will be provided at a later date.

Package Display Guidelines

In all calls, it is critical to maintain display presence for WINSTON. However, WINSTON will not always occupy the primary display or primary FPD position.

Following are WINSTON versus CAMEL primary POS regions:

<u>Region</u>	<u>Primary POS</u>	<u>Region</u>	<u>Primary POS</u>
Boston	WINSTON	Northern California	CAMEL
New York	WINSTON	Southern California	CAMEL
Philadelphia	WINSTON	Seattle	CAMEL
Buffalo	WINSTON	Houston	WINSTON
Pittsburgh	WINSTON	Chicago	CAMEL
Cincinnati	WINSTON/CAMEL*	Minneapolis	CAMEL
Winston-Salem	WINSTON	Denver	CAMEL
Atlanta	WINSTON	Detroit	WINSTON
Florida	WINSTON	St. Louis	WINSTON
Dallas	WINSTON		
Richmond	WINSTON		

* WINSTON priority in the Southern Zone and CAMEL priority in the Northern Zone.

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Please ensure Sales/Retail Representatives manually record their POS within the timeline detailed below:

January 13 - February 10

Retail/Sales Representatives survey assignments via order form. Upon completion, forward to ROU ASAP.

January 27 - February 14
(5:00 p.m. EST)

System module open for order entry at region level.
(Refer to Function 401 in SMS to place assignment orders.)

February 17

Orders finalized at national level for May WINSTON workplan POS (5:00 p.m. EST).

April 14

Begin shipment of May WINSTON workplan POS to designated Field locations.

Week of April 21

May WINSTON workplan POS arrival in Field.

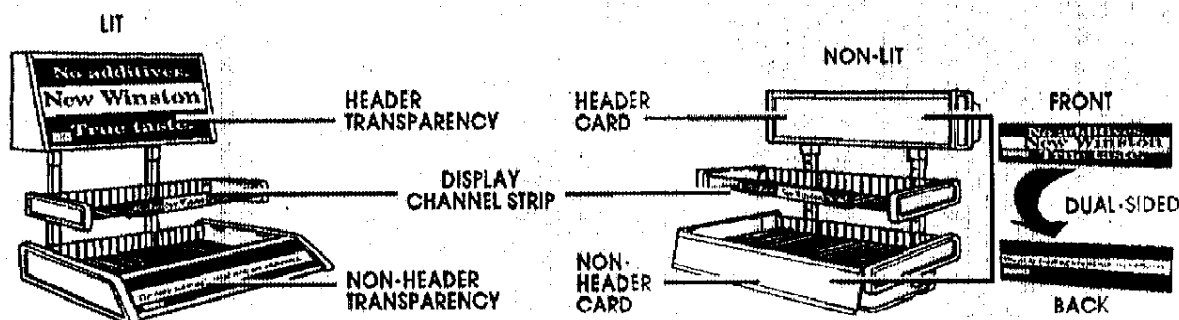
May 2

May WINSTON workplan POS changeover DTS.

Program Contact: Steven O'Leary, extension #3466

R. J. REYNOLDS TOBACCO COMPANY

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WINSTON "No Bull" Changeover Order Form - May-December			
Retail/Sales Representative:			Employee #:
Division Assignment:			
Item #	SKU Pack	Item Description	Quantity
• Counter Display Header Signage - Transparencies			
526100		Large Package Merchandiser Transparency	
526130		Small Package Merchandiser Transparency	
526124		14" Header Transparency	
526115		19" Canopy Transparency	
526121		Large PPD Transparency	
• Counter Display Non-Header Signage - Transparencies			
526103		Large Package Merchandiser Transparencies	
527093		Small Package Merchandiser Transparencies	
• Counter Display Header Signage - Cards			
526070		14" Header Card	
526085		19" Canopy Card	
526064		Large PPD Card	
526073		Small Package Merchandiser	
526052		Dual-Sided Header/Non-Header Large PMC	
• Non-Header Signage - Cards			
526181		Display Strip	
526055		Display Channel Strip	
526163		Large Poster	
• Non-Header Signage - Transparencies			
526094		20-Column OPM Transparency	
526112		15" x 49" Horizontal Transparency	
526154		32" x 37" Transparency	
526205		NSS Enhanced Transparency	
526211		8-Column OPM Transparency	
524951		Southland Clock Transparency	
• Carton Outlet Merchandiser Transparency			
526214		Top Transparency	
526202		Flex Side Transparency	
526133		36" Enhanced Canopy Transparency	
526151		28" Enhanced Canopy Transparency	
526160		24" Enhanced Canopy Transparency	
• Carton Outlet Merchandiser Cards			
526175		8-Sided Centralized Card	
526193		7-Column Slide-By Card	
526061		11-Column Slide-By Card	
526184		Hi Volume (HV) Side Card	
526190		Lo Volume (LV) Side Card	
526082		Small Side Card	
526091		28" Enhanced Canopy Card	
527102		24" Enhanced Canopy Card	
527105		36" Enhanced Canopy Card	
526172		Small PPD Card	
• End Cap Cards			
526142		40-Pack End Cap Card	
526145		80-Pack End Cap Card	
526220		Enhanced 40-Pack End Cap Card	
526223		Enhanced 80-Pack End Cap Card	
526232		40-Pack Curved Enhanced End Cap Card	

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